

**Intellectual Property Law Group****Verizon Corporate Services Group Inc**

600 Hidden Ridge Drive
Irving, Texas 75038
MailCode HQE03H14
Phone: 972718-4800
Fax: 972718-3946
E mail:
christian.andersen@verizon.com

To: U.S. Patent and Trademark Office – From: Christian R. Andersen
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Group Art Unit: 3622

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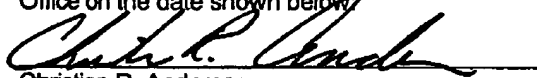
FORMAL SUBMISSION OF:

- 1) Transmittal Letter; and
- 2) Amendment in Response to Advisory Action.

Title: TARGETED BANNER ADVERTISEMENTS
Serial No. 09/282,764
Filing Date: March 31, 1999
First Named Inventor: Jay PONTE
Atty. No. 99-808 RCE 3
Customer Number: 32127

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below.


Christian R. Andersen

Date of Transmission: September 26, 2005

AMENDMENT TRANSMITTAL LETTER				Docket No. 99-808 RCE3	
Application No. 09/282,764		Filing Date March 31, 1999		Examiner D. Champagne	
				Art Unit 3622	

Applicant(s): Jay Ponte

Invention: TARGETED BANNER ADVERTISEMENTS

TO THE COMMISSIONER FOR PATENTS

Transmitted herewith is an amendment in the above-identified application.
The fee has been calculated and is transmitted as shown below.

CLAIMS AS AMENDED					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	14	- 20 =	0	x	
Independent Claims	2	- 5 =	0	x	
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:					0.00

☒ Large Entity ☐ Small Entity

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Dated: September 26, 2005

Joseph R. Palmieri
Attorney Reg. No.: 40,760

VERIZON CORPORATE SERVICES GROUP, INC.
600 Hidden Ridge
Irving, TX 75038
(972) 718-4800

Amendment Transmittal	
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Dated: September 26, 2005	Signature: <u>Christian R. Andersen</u> (Christian R. Andersen)

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Docket No.: 99-808 RCE3
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jay Ponte

Application No.: 09/282,764

Art Unit: 3622

Filed: March 31, 1999

Examiner: D. Champagne

For: TARGETED BANNER ADVERTISEMENTS

AMENDMENT IN RESPONSE TO ADVISORY ACTION

MS Amendment AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY COMMENTS

In response to the Advisory Action dated September 20, 2005, please amend the above-identified U.S. patent application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 7 of this paper.

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